

Arsanne Consulting is a selection and recruitment company specialized in the healthcare industry.

Arsanne Consulting has a job opening for a BRAND MANAGER within the Oncology Business Unit of an international pharmaceutical company.



Job purpose & objectives:

A growing Oncology team in a Belgian affiliate is looking for a dedicated Brand Manager profile who could grow into the team, developing high dedicated commitment to the team by supporting and leveraging relevant commercial insights in the therapeutic area, and driving successful launch.

- Define the Brand Strategy, develop operational and tactical plans to address the needs of all stakeholders, including enriching the patient experience in collaboration within the Brand Team (BT) and execute the related marketing activities.
- Enrich the patient experience by working closely with the Field - while acting as the BT channel expert to guide campaign development and insight gathering across all stakeholder groups

Key interfaces

Internal

- BT members
- Sales Force
- Medical Advisor
- Medical Information Manager
- Customer Excellence (Business Intelligence)
- Finance
- Regulatory Affairs
- CRA's
- Marketing

External

- HCPs
- Professional associations members
- Hospital pharmacists
- Other stakeholders as appropriate

Tasks and responsibilities

Strategic Brand Planning

- Define Brand strategic imperatives, propose strong operational (marketing mix action plan) & 1-year tactical brand plan and collect inputs from cross-functional colleagues
- Ensure that Sales story flow is defined in an accurate manner and with a patient-centric focus
- Diagnose and analyse brand, competitors, market; this includes the understanding of Patient and customers' needs, the identification of key environment trends and demand driver in the market
- Lead synthesis of insights from cross-functional teams to develop the Brand Plan Insights
- Monitor competitors' activity and key data to adjust strategic planning and tactical plan

Brand Plan Implementation

- Translate Brand Plan into a Tactical Plan – identifying and defining concrete projects – relying on guidance provided by Global Marketing and in close collaboration with all BT members
- Become 'expert of the brand' by ensuring that all functional deliverables remain consistent with branding and deliver emotional messages aligned to the Sales Story Flow
- Ensure a Sales Story Flow is defined and consistently used/referenced by the Brand Team
- Facilitate cross-stakeholders discussion and insights collection; collaborate with Brand Team colleagues to engage critical opinion leaders from all stakeholders' groups
- Lead efforts to strengthen Brand Team insights through digital listening and new channel researches
- Design and implement all Marketing activities including Innovative Marketing tactics, Traditional and non-traditional partnerships

Field excellence collaboration

- Ensure that all Sales materials are aligned to Strategic imperatives
- Determine customer and patient segments
- Implement segmentation with Sales, develop segment profiles and drive development of customised materials to each segment.
- Support Sales team in translating Tactical Plan into Account Management Plan

Patient Journey

- Develop of a robust and accurate Patient Journey by organizing Brand Team workshops to secure input & cross stakeholder viewpoints and by external insights collection.

Finance Forecasting and monitoring

- Co-lead sales forecasting with Finance
- Drive expenses forecasting and ensure appropriate tracking of BT budget
- Budget planning, sales & expenses analysis, tracking and ROI measurement (pre & post) for Marketing team activities

Required skills and competencies

- Strong **patient** and customer focus, responding proactively to **change** in **environment** and customer needs
- Strong understanding of all customer and **stakeholder types** and messages targeting
- Vision and **strategic thinking**
- **Project management** and tactical planning skills
- Effective **communication** and influence
- Prioritization and **critical thinking**
- **Confident** and fluent presentation

- Highly **accountable** and takes responsibility for performance monitoring while able to delegate
- Strong **indirect leadership** skills and building effective working relationships with a broad range of cross-functional brand team members and stakeholders
- **Innovation/** lateral thinking
- Manages **budget**, forecasting and KPI tracking, leveraging strong analytical skills

Experience

- Marketing experience, ideally healthcare
- Master level
- English – Dutch – French languages (fluent)
- Understands the market, the patient journey, the full range of customer and stakeholder needs, as well as issues related to the therapeutic area
- Cross-functional roles understanding (market access, medical, sales, ...)
- Competition, customer base, reimbursement and market access processes/issues
- Healthcare environment and evolving landscape - Pharmaceutical industry business
- Brand Story principle
- Channel mix techniques and ROI measurement techniques
- Financial processes & business acumen